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(54) Title: **POTATO BASED FOOD PRODUCT**

(57) Abstract: The present invention provides a method of preparing a potato based food product comprising the steps of: processing potatoes into potato articles having a desired size and shape, blanching said potato articles, dipping said blanched potato articles in a solution to prevent non-enzymic oxidation of the potato articles, drying said potato articles, coating said potato articles in an emulsion containing starch, oil, salt and colouring, introducing said coated articles into a hot air environment; and removing said articles from said hot air environment.